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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/611,259	06/30/2003	James Harold Gray	ATT02329	2777
83902	7590	09/21/2009	EXAMINER	
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Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

<b>Office Action Summary</b>	<b>Application No.</b>	<b>Applicant(s)</b>	
	10/611,259	GRAY ET AL.	
	<b>Examiner</b>	<b>Art Unit</b>	
	Jason P. Salce	2421	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

#### Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

#### Status

- 1) Responsive to communication(s) filed on 26 May 2009.
- 2a) This action is **FINAL**.                  2b) This action is non-final.
- 3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

#### Disposition of Claims

- 4) Claim(s) 11-20,40-50 and 69-78 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) Claim(s) \_\_\_\_\_ is/are allowed.
- 6) Claim(s) 11-20,40-50 and 69-78 is/are rejected.
- 7) Claim(s) \_\_\_\_\_ is/are objected to.
- 8) Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

#### Application Papers

- 9) The specification is objected to by the Examiner.
- 10) The drawing(s) filed on \_\_\_\_\_ is/are: a) accepted or b) objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

#### Priority under 35 U.S.C. § 119

- 12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) All    b) Some \* c) None of:
1. Certified copies of the priority documents have been received.
  2. Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
  3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

#### Attachment(s)

- |   |   |
|---|---|
| 1) <input type="checkbox"/> Notice of References Cited (PTO-892)  | 4) <input type="checkbox"/> Interview Summary (PTO-413)           |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948)                                    | Paper No(s)/Mail Date. _____ .                                    |
| 3) <input checked="" type="checkbox"/> Information Disclosure Statement(s) (PTO/SB/08)<br>Paper No(s)/Mail Date _____ . | 5) <input type="checkbox"/> Notice of Informal Patent Application |
|   | 6) <input type="checkbox"/> Other: _____ .                        |

## DETAILED ACTION

### ***Response to Arguments***

Applicant's arguments filed 5/26/2009 have been fully considered but they are not persuasive.

Applicant argues that Shoff fails to teach sending the alternate content itself, before the hot key signal indicating the availability of the alternate content.

As stated in the previous Office Action Watts discloses this feature at Column 3, Lines 46-55 for generating the hot key signal indicating availability of the alternate content and Column 7, Lines 30-44 for inserting the hot key signal into the content signal. Watts further discloses presenting the hot key signal on a display screen, indicating availability of the interactive content, Watts is simply silent that the hot key signal can be accessed to provide alternate content.

Shoff teaches that an interactive icon/content displayed on a display screen can be accessed to supply alternate content. Therefore, one would look at the teachings of Shoff to modify the hot key signal to provide interactive functionality to retrieve supplemental/alternate content upon activation. Shoff is not concerned with when the interactive display data is received by the television receiver, because this feature is already taught by Watts.

In response to applicant's arguments against the references individually, one cannot show nonobviousness by attacking references individually where the rejections are based on combinations of references. See *In re Keller*, 642 F.2d 413, 208

USPQ 871 (CCPA 1981); *In re Merck & Co.*, 800 F.2d 1091, 231 USPQ 375 (Fed. Cir. 1986).

***Information Disclosure Statement***

The information disclosure statements (IDS) submitted on 7/1/2009 are in compliance with the provisions of 37 CFR 1.97. Accordingly, the information disclosure statement have been considered by the examiner.

***Claim Rejections - 35 USC § 103***

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negatived by the manner in which the invention was made.

Claims 11-13, 15-17, 40, 42-43, 45-47, 69-71 and 73-75 are rejected under 35 U.S.C. 103(a) as being unpatentable over Watts et al. (U.S. Patent No. 6,324,694) in view of Shoff et al. (U.S. Patent No. 6,240,555).

Referring to claim 11, Watts discloses determining whether to supply alternate content to one or more users of an interactive television service that provides video content through a content signal (**see Column 4, Lines 34-46 for determining to transmit alternate/subsidiary data prior to transmission of the television program**

**(primary content) and Column 2, Line 63 through Column 3, Line 16 for transmitting the television program content through a content signal), the alternate content to be cached on a terminal device located at a premises of the user (see Column 4, Lines 62-65 storing the alternate/subsidiary data).**

Watts also discloses that responsive to determining to supply the alternate content to the user of the interactive television service (**see above for transmitting primary and subsidiary content to a viewer**), sending the alternate content to the terminal device located at the premises of the user (**see Column 4, Lines 34-46 and Lines 62-65 for transmitting the subsidiary content to the viewer**).

Watts also discloses generating a hot key signal indicating availability of the alternate content (**see Column 3, Lines 46-55 for the subsidiary data control 135 generating subsidiary data to transmit with primary content data to the viewer**) and inserting the hot key signal into a content signal transmitted to the user from the interactive television service provider (**see Column 7, Lines 30-44 for adding a tag/hot key signal to the transmitted television program in order for the tag to be matched with the proper alternate/subsidiary data for display with the transmitted television program**) via a network with which the user and the interactive television service provider are connected (**see Column 10, Lines 52-67**).

Watts also discloses that the hot key signal causes instructions to present for display an on-screen image overlaid on the video content, and wherein the on-screen image indicates availability of the alternate content (**Column 3, Line 56 through Column 4, Line 3 for Watts teaching displaying primary video content and an on-**

**screen image concurrently on a display screen, thereby teaching that the subsidiary data/on-screen image is overlaid on the video content/primary content and further note Column 4, Lines 23-33 that the subsidiary data/on-screen image can contain different types of data that can be presented to user while viewing the primary video content, therefore teaching that the on-screen image indicates availability of the alternate content, by the displayed subsidiary data indicating to the viewer additional biographical information regarding the actors, guests or participants of the program and further note Column 9, Lines 6-19 for hot key signal/tag data being used to present for display subsidiary data/on-screen images overlaid on the video content).**

Watts only discloses displaying supplemental content to user and is silent as to allowing a user to select an on-screen image by the user resulting in the terminal device to supply the alternate content.

Shoff discloses providing an on-screen image indicating availability of alternate content (**see Figure 8a and Column 9, Line 41 through Column 10, Line 58**) and wherein selection of the on-screen image by the user, results in the terminal device supplying the alternate content (**see Figures 8b-8c and Column 10, Line 59 through Column 12, Line 23**).

At the time the invention was made, it would have been obvious to a person of ordinary skill in the art, to modify the display of an on-screen image to the user, as taught by Watts, by having the on-screen image represent a selectable icon that provides the user access to alternate content, as taught by Shoff, for the purpose of

providing a user with the option of viewing additional information retrieved from the Internet/World Wide Web (**see Column 7, Lines 36-50 of Shoff**).

Referring to claim 12, Watts also discloses determining whether to supply alternate content to the user of an interactive television service is based on information supplied by a provider of the video content (**see again Column 7, Lines 30-44 for transmitting a tag that is used determine what alternate content to obtain and present**).

Referring to claim 13, Watts also discloses that determining whether to supply alternate content to user of an interactive television service is based on information generated by the interactive television service provider (**see the rejection of claim 12**).

Referring to claim 15, Watts discloses that the alternate content is related to content currently being viewed (**see Column 4, Lines 24-27**).

Referring to claims 16-17, Watts discloses that the network comprises either a cable network or a satellite network (**see Column 10, Lines 52-67**).

Referring to claims 40, 42-43 and 45-47, see the rejection of claims 11-13 and 15-17, respectively.

Referring to claims 69-71 and 73-75, see the rejection of claims 11-13 and 15-17, respectively.

Claims 18-20, 41, 48-50 and 76-78 are rejected under 35 U.S.C. 103(a) as being unpatentable over Watts et al. (U.S. Patent No. 6,324,694) in view of Shoff et al. (U.S. Patent No. 6,240,555).

Referring to claims 18-20, Watts discloses all of the limitations of claim 11, but fails to teach the use of a FTTC, FTTH and VDSL network.

The examiner takes Official Notice to use of a FTTC, FTTH and VDSL network for distributing interactive television services.

At the time the invention was made, it would have been obvious to a person of ordinary skill in the art, to modify the distribution networks, as taught by Watts, using a FTTC, FTTH or VDSL network, as taught by the examiner's Official Notice, for the purpose of providing a faster and more reliable network distribution system for distribution interactive television services.

Referring to claims 48-50, see the rejection of claims 18-20, respectively.

Referring to claims 76-78, see the rejection of claims 18-20, respectively.

Referring to claim 41, Watts discloses all of the limitations of claim 40, as well as combining the alternate/subsidiary data with the television program/primary content and

transmitting the data together, but fails to teach using a multiplexing technique to combine the data together prior to transmission.

The examiner takes Official Notice to the use of multiplexing in order to combine multiple pieces of data together for transmission through a 6 MHz television channel.

At the time the invention was made, it would have been obvious to a person of ordinary skill in the art, to modify the transmission system, as taught by Watts, to include a multiplexer, as taught by the examiner's Official Notice, for the purpose of allowing more data to be transmitted over a television distribution network.

Claims 14, 44 and 72 are rejected under 35 U.S.C. 103(a) as being unpatentable over Watts et al. (U.S. Patent No. 6,324,694) in view of Shoff et al. (U.S. Patent No. 6,240,555) in further view of Pack et al. (U.S. Patent No. 7,337,457).

Referring to claim 14, Watts discloses all of the limitations in claim 11, but fails to teach that the hot key signal comprises an IP data packet, the IP data packet having a header portion and a body portion, the body portion having a data field indicating a URL where the alternate content is located.

Pack discloses a similar system to Watts where a viewer can watch a television program and respond to alternate content displayed to the user during the viewing of the television program (**see Abstract**). Pack also discloses that the hot key signal comprises an IP data packet, the IP data packet having a header portion and a body portion, the body portion having a data field indicating a URL where the alternate content is located (**see Column 5, Line 43 through Column 8, Line 59**).

At the time the invention was made, it would have been obvious to a person of ordinary skill in the art, to modify the hot key signal, as taught by Watts, to include TCP/IP encapsulated URL data, as taught by Pack, for the purpose of allowing a viewer to obtain shopping information for a desirable product which was displayed in program presentation without causing an interruption in the viewing of a television program (**see Column 2, Lines 32-37 of Pack.**)

Referring to claims 44 and 72, see the rejection of claim 14.

### ***Conclusion***

**THIS ACTION IS MADE FINAL.** Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the mailing date of this final action.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Jason P. Salce whose telephone number is (571) 272-7301. The examiner can normally be reached on M-F 9am-6pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, John Miller can be reached on (571) 272-7353. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/Jason P Salce/  
Primary Examiner, Art Unit 2421

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Primary Examiner  
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September 15, 2009